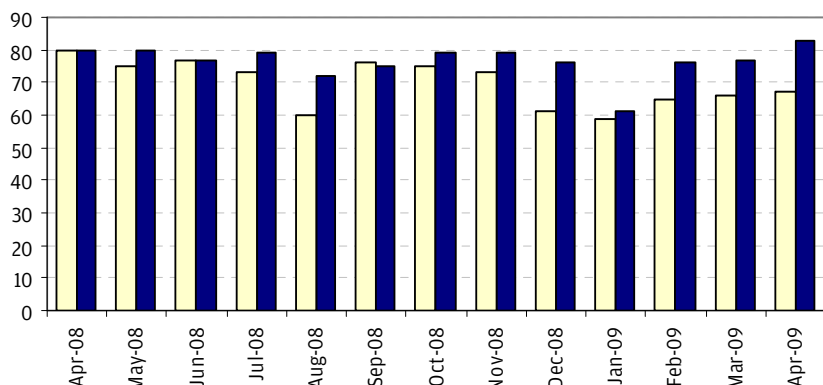


# Hotel Occupancy in Greater Manchester

April 2009

Manchester Hoteliers Association (MHA) and a tool called LJ Forecaster identify occupancy for the previous month and sales figures for the coming 11 months. The project is funded by the MHA and the Northwest Regional Development Agency (NWDA).

## Monthly room occupancy from April 2008 to April 2009



### April 2009 averages

Weekday average:  
**67%**

Weekend average:  
**83%**

Monthly average:  
**71%**

Weekday = Sun night to Thurs night  
Weekend = Fri night and Sat night

□ Weekday average occupancy for the month (percentage) ■ Weekend average occupancy for the month

## Key Dates and Figures

- Saturday 25 April had the highest occupancy rate of 98%. This date coincided with Manchester United v Tottenham Hotspur at Old Trafford, Bolton Wanderers v Aston Villa at the Reebok Stadium, Pink at the M.E.N. Arena and the ASA Water Polo Championships at the Aquatics Centre.
- The second highest occupancy rate of 97% occurred on Saturday 04 April when Tina Turner performed at the M.E.N. Arena, Bolton Wanderers v Middlesbrough match at the Reebok Stadium and an event at Manchester Central. This was also the day before Manchester United played Aston Villa at Old Trafford.

## Advance Bookings

Month	Advance bookings at April 2009 Occupancy (%)	Advance bookings at April 2008 Occupancy (%)	Advance bookings at April 2007 Occupancy (%)
May	54	64	63
June	42	47	48
July	29	33	34

## Future Key Events

The events listed below are just a few events that are scheduled for June, July & August that are likely to have a significant impact on hotel occupancy.

04 & 06-07 June	Oasis (Heaton Park)
06 June	England v Argentina (Rugby Union International at Old Trafford)
17 June	Britney (M.E.N. Arena)
26-28 June	Take That (L.C.C.C.)
02-19 July	Manchester International Festival 2009
07 July	Madonna (M.E.N. Arena)
21-31 August	Manchester Pride 2009
30 August	England v Australia (International Twenty20 at L.C.C.C.)

